

**Audit Period: January 1, 2022 – December 31, 2022**

**The Highlands Current**

142 Main Street

Cold Spring, NY 10516

(845) 809-5584

EMAIL: tech@highlandscurrent.org

www.highlandscurrent.org

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	3,893 (Print Edition)
Website:	Average Website Unique Users:	32,920
Social Media:	Average Facebook Likes:	8,089
	Average Twitter Followers:	1,373
	Average Instagram Followers:	3,397
E-Newsletters:	Average E-Newsletter Subscribers:	1,396
	Average Open Rate:	58.9%

**The Highlands Current – Total Gross Contacts**

CVC Estimated Edition Readership:	9,733
Total Digital Contacts:	46,601
Total Estimated Gross Contacts:	56,334*

\*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Weekly
Ownership:	Highlands Current, Inc.
Year Established:	2010
Publication Type:	Community Newspaper
	95% Controlled / 50% Paid / 0% Sponsor Paid
Content:	30% Advertising / 70% Editorial
Primary Delivery Methods:	10% Mail / 90% Controlled Bulk
Annual Mail Subscription Rate:	\$30.00
Insert Zoning Available:	No
CVC Member Number:	01-4059
DMA/MSA/CBSA:	New York, NY / New York--Northern New Jersey--Long Island, / New York-Northern New Jersey-Long Island, NY-NJ-PA
Audit Funded By:	Publisher



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### 3. Rate Card and Mechanical Data

Rate Card Effective Date:	April 1, 2023
Mechanical Data:	Four (4) columns X 12.875" column depth Full page: 10.25" wide X 12.875" depth.
Open Rate:	Black & White: \$550.00 Full Page - \$40.00 1/16th Page Color: \$700.00 Full Page - \$50.00 1/16th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	\$9.95 per line
Deadline Day & Time:	Tuesday by 12 Noon
Website Rates:	\$75.00 - \$150.00 per month
E-Newsletter Rates:	\$50.00 per send

Additional rates may be available from the publisher.

### 4. Contact Information

Publisher:	Chip Rowe	EMAIL: editor@highlandscurrent.org
Advertising:	Michele Gedney	EMAIL: ads@highlandscurrent.org
Circulation:	Chip Rowe	EMAIL: editor@highlandscurrent.org



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**5. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 01-4059	Friday	The Highlands Current Cold Spring, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>3,893</b>
Average Gross Distribution	(5-F)	4,100
Average Net Press Run	(5-A)	4,105
<b>Audit Period Detail</b>		
A. Average Net Press Run		4,105
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		3,664
3. Mail		45
4. Requestor Mail		167
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		20
Total Average Controlled Distribution		3,896
Controlled Returns		(207)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>3,689</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		204
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		204
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>204</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		4,100
G. Total Unclaimed / Returns		(207)*
<b>H. Average Net Circulation</b>		<b>3,893</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

**B. 1. OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

**C. CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

**1. CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**2. CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

**3. MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

**4. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of educational copy distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

**6. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**F. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**H. AVERAGE NET CIRCULATION:** Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

**6. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	3,879	3,886	3,950	3,853
01/01/21-12/31/21	CVC	3,334	3,515	3,754	3,940
01/01/20-12/31/20	CVC	3,311	2,824	2,943	4,997
01/01/19-12/31/19	CVC	3,851	3,886	3,794	3,746
07/01/18-12/31/18	CVC	-	-	3,778	3,846

**7. Distribution by Zip Code (12/16/2022 Edition) Friday**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
10512	Carmel	Putnam	NY	0	0	10	0	10
10516	Cold Spring	Putnam	NY	0	1,710	110	5	1,825
10524	Garrison	Putnam	NY	0	350	66	0	416
12508	Beacon	Dutchess	NY	0	1,090	121	0	1,211
12524	Fishkill	Dutchess	NY	0	50	7	0	57
12590	Wappinger Falls	Dutchess	NY	0	500	3	0	503
NY	Assorted	Assorted	NY	0	0	10	0	10
Misc.	Assorted	Assorted	-	0	0	76	0	76
<b>TOTAL</b>				<b>0</b>	<b>3,700</b>	<b>403</b>	<b>5</b>	<b>4,108</b>

**8. Distribution by County (12/16/2022 Edition) Friday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Dutchess	Beacon Fishkill Wappinger Falls	NY	0	1,640	131	0	1,771
Putnam	Carmel Cold Spring Garrison	NY	0	2,060	186	5	2,251
Misc.	Assorted	-	0	0	86	0	86
<b>TOTAL</b>			<b>0</b>	<b>3,700</b>	<b>403</b>	<b>5</b>	<b>4,108</b>

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

The Highlands Current reported an average mail distribution of 416 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Highlands Current did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

**10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy**

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

**CVC verification substantiates The Highlands Current’s claim of 207 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**



**11. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	204
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

**12A. Audited Average Website Reporting - www.highlandscurrent.org**

	Monthly Audit Period Average
Website Unique Users	32,920
Website Sessions	47,558
Percent of New Users	83.07%
Website Page Views	162,124
Pages Per Visit	3.41
Average Time Spent on Website	00:02:00
Bounce Rate	4.57%

**Explanatory – Website**

**PARAGRAPH TWELVE (A)**

**UNIQUE USERS:** A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

**SESSIONS:** The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

**PERCENT NEW USERS:** The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

**PAGE VIEWS:** The transmittal of a full page contained within the website to the user’s browser.

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

**AVG. TIME SPENT:** The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

**BOUNCE RATE:** Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

**12B. Audited Online/Digital Edition Reporting - Not Reported**

**12C. Text Media - Not Reported**

**12D. Social Media**

Social Media Source	Average Media Usage	December 2022
www.facebook.com/highlandscurrent	8,089 Likes	8,235 Likes
Twitter - @highlandcurrent	1,373 Followers	1,369 Followers
Instagram.com/highlandscurrent	3,397 Followers	3,598 Followers

**Explanatory – Social Media**

**PARAGRAPH TWELVE (D)**

**FACEBOOK LIKES:** The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

**TWITTER FOLLOWERS:** The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

**INSTAGRAM FOLLOWERS:** The average number of followers as expressed by members of the Instagram community. Information sourced at regular intervals from the publications page on Instagram.com or third party measurement sources.

**12E. Email Media**

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	1,396
Average Open Rate	58.9%
Average Click Rate	19.3%

**Explanatory – Email Media, E-Newsletters & E-Blasts**

**PARAGRAPH TWELVE (E)**

**NON-SUBSCRIBER EMAIL OPT-IN DATABASE:** Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

**12F. Video & Podcast Media - Not Reported**

**13. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires March 31, 2024.**  
 If this report is presented after March 31, 2024 please call the toll-free number listed below.